AMENDMENTS TO THE CLAIMS

1. A method of selecting and purchasing media advertising in a user/server environment accessed through a Web site using a media buying process, comprising the steps of:

an advertiser accessing a server system through a Web site and providing information relating to buying criteria and customer data through a Web page form in order to select and purchase media advertising;

the server system receiving the information, processing the information to select at least one media outlet from a plurality of available media outlets thereby causing said media buying process to have a reduced duration, and creating at least one media advertising rate request directed to the at least one media outlet;

transmitting the at least one rate request to at least one media outlet for processing;

the at least one media outlet processing the rate request and transmitting the processed rate request back to the server system;

the server system manipulating the processed rate request to create a media advertising schedule;

transmitting the media advertising schedule to the advertiser;

the advertiser receiving the schedule, making a media advertising purchase decision and transmitting the purchase decision to the server system; and

the server system transmitting the media advertising purchase decision to the at least one media outlet for reserving the purchased advertising.

10. A system for selecting and purchasing media advertising in a user/server environment accessed through a Web site using a media buying process, comprising:

a server system accessible by an advertiser through a Web site in order to select and purchase media advertising, the server system comprising:

a receiving component for receiving information from the advertiser relating to the advertiser's buying criteria and customer data in order to process the information to select at least one media outlet from a plurality of available media outlets thereby causing said media buying process to have a reduced duration, and create at least one media advertising rate request directed to the at least one media outlet;

a media outlet transmitting and receiving component for transmitting the at least one rate request to at least one media outlet and for receiving at least one processed rate request from the at least one media outlet;

a schedule creating component for manipulating the processed rate request to create a media advertising schedule; and

an advertiser transmitting and receiving component for transmitting and receiving information to and from the advertiser in order to allow the advertiser to select and purchase media advertising.

14.   A server system for selecting and purchasing media advertising in a user/server environment accessed through a Web site using a media buying process, comprising:

a receiving component for receiving information from an advertiser relating to the advertiser's buying criteria and customer data in order to process the information to select at least one media outlet from a plurality of available media outlets thereby causing said media buying process to have a reduced duration, and create at least one media advertising rate request directed to the at least one media outlet;

a media outlet transmitting and receiving component for transmitting the at least one rate request to the at least one media outlet and for receiving at least one processed rate request from the at least one media outlet;

a schedule creating component for manipulating the processed rate request to create a media advertising schedule; and

an advertiser transmitting and receiving component for transmitting and receiving information to and from the advertiser in order to allow the advertiser to select and purchase media advertising.